

2014-15 College/University Flu Vaccination Challenge

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**Late Season
Webinar**

April 15, 2015

OVERALL CHALLENGE WINNERS

2014-15 CHALLENGE WINNERS

- Small schools (less than 10,000 undergrad students):

Hope College



- Medium schools (10,000-25,000 undergrad students):

Wayne State University



- Large schools (more than 25,000 undergrad students):

Michigan State University



TROPHIES PRESENTED AT FEBRUARY FLU ADVISORY BOARD MEETING



Pictured from left to right: Bob Swanson (Director, MDCH Division of Immunization), Christie Bellak (Wayne State University), Jennifer Strohmeyer (Michigan State University), Cindy Sabo (Hope College), and JoAnna Yaksich and Zachary Yaksich (Alana's Foundation).

THANK YOU ALANA'S FOUNDATION!



CHALLENGE DATA & ADDITIONAL AWARD WINNERS

OVERALL MICHIGAN CARE IMPROVEMENT REGISTRY (MCIR) AWARDS

- Largest number of flu vaccine doses administered and documented in MCIR
 - Small, medium, and large-sized institution awards (total of 3)
 - MCIR data from July 1, 2014 to March 31, 2015
- July 1, 2014 – March 31, 2015: total 16,136 flu doses in MCIR administered by “College/University Clinic” + WSU
 - Enrolled schools only: 13,914 doses (86%)

OVERALL MCIR WINNERS

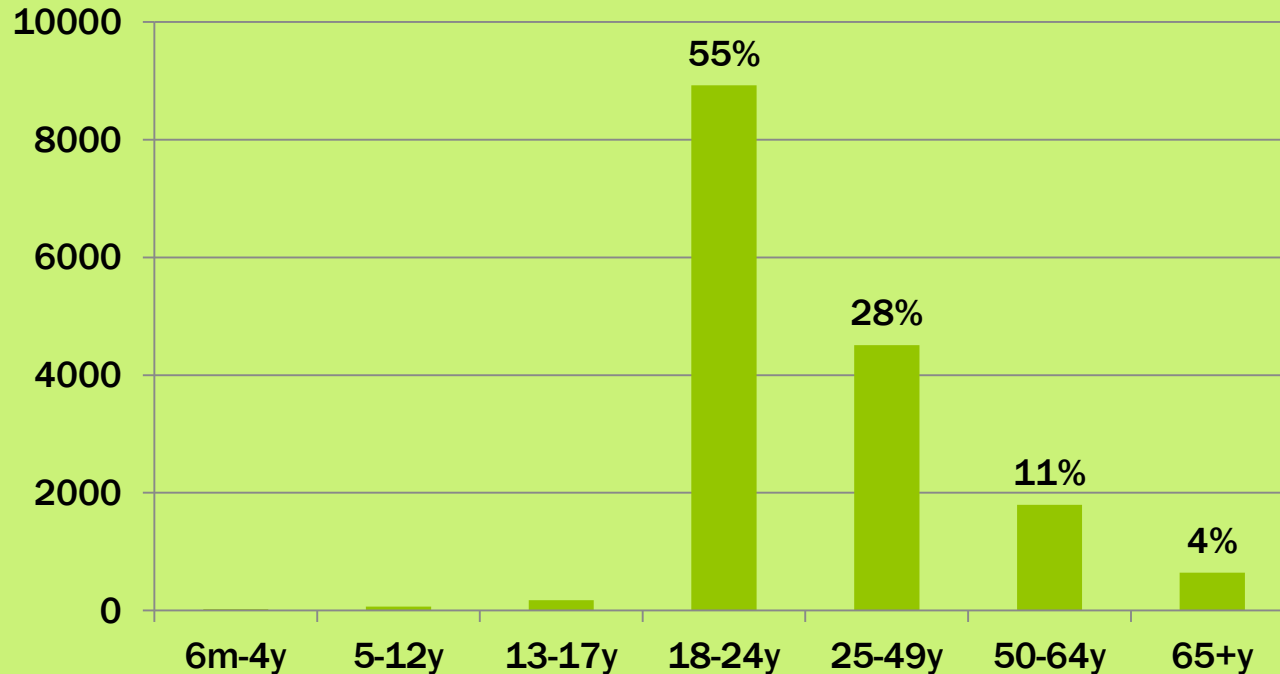
JULY 2014 – MARCH 2015



2014-15 MCIR DATA – AGE BREAKDOWN

- 16,136 flu doses administered by “College/University Clinic” + WSU

College/University Clinic Flu Doses by Age Group



- Age range: 1-92 years, average age 30 years, median 23 years

MCIR AWARD: LATE SEASON

- “Late season” MCIR award
 - One award (all 14 schools eligible)
 - Largest number of flu vaccine doses administered and documented in MCIR from January 1, 2015 to March 31, 2015

LATE SEASON MCIR DATA

JANUARY – MARCH 2015

- January 1, 2015– March 31, 2015: total 910 flu doses in MCIR administered by “College/University Clinic” + WSU
 - Enrolled schools only: 869 doses (95%)
- Congratulations to our Late-Season MCIR winner:

University of Michigan!



MCIR AWARD: MOST IMPROVED

- Most improvement in number of doses administered
 - One award (all 14 schools eligible)
 - MCIR data from 2013-14 flu season compared to 2014-15 flu season

- Congratulations to the Most Improved MCIR winner:

- Central Michigan University



- Honorable mentions go to:

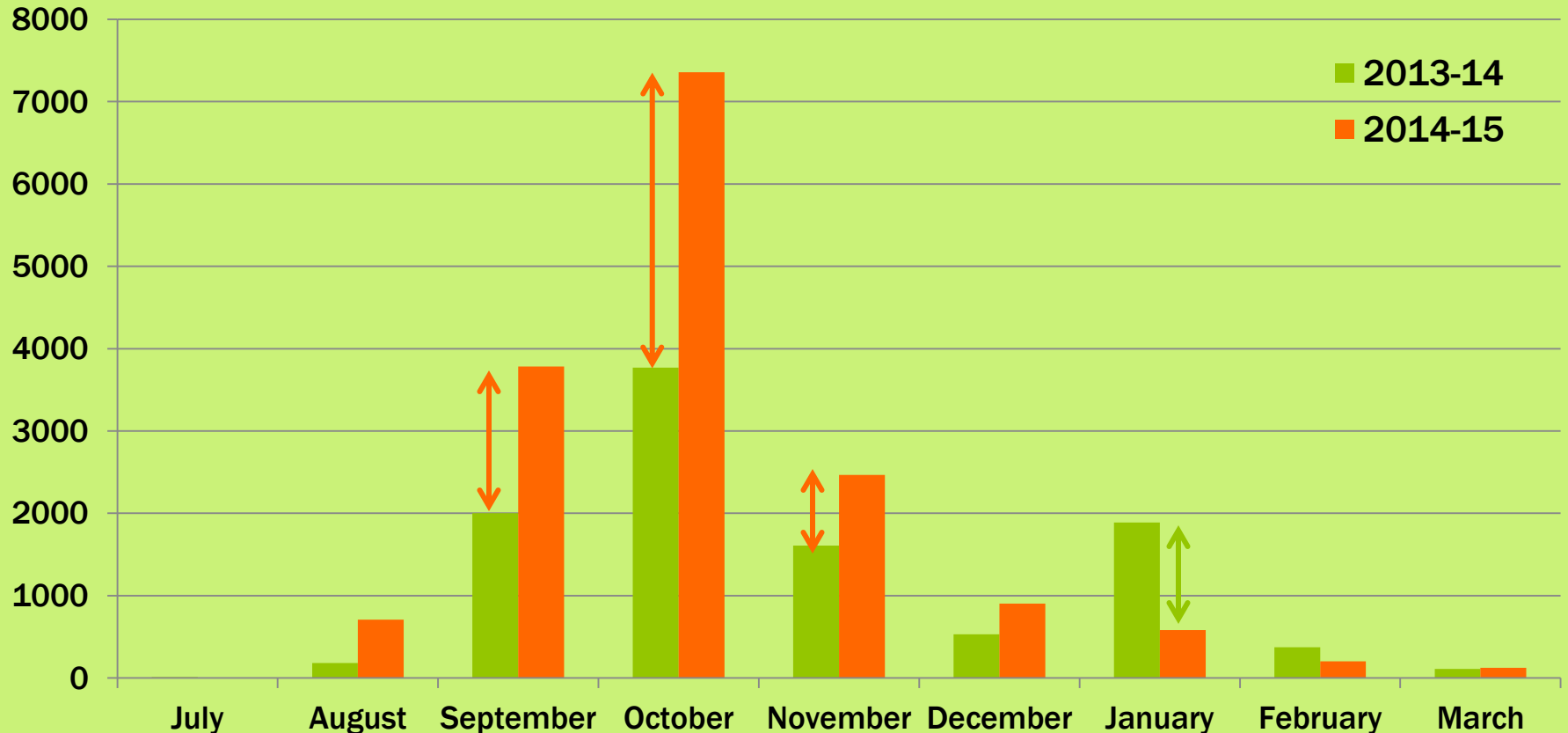
- Calvin College
- Kalamazoo College



MCIR DATA – 2013-14 VS. 2014-15

■ How did our first year of the Flu Challenge compare to 2013-14?

College/University Clinic Flu Doses by Month



“LATE SEASON” INNOVATIVE CHAMPION AWARD

- Awarded to an institution with the best “late season” flu vaccination campaign during January 1, 2015 to March 31, 2015
- Online nomination form distributed in March
- Self-nomination process
- Award determined by selection committee comprised of MDHHS Immunization staff and Alana’s Foundation
- Winner is:
 - Wayne State University



WAYNE STATE UNIVERSITY'S LATE SEASON EFFORTS

- Undergrad nursing students held outreach flu clinics on campus as part of their community health clinical rotation
- Clinics held at the athletic complex and fitness center
- Nursing students planned and ran the clinics from start to finish, including advertising, setting up the clinics, recruiting students, education, administering vaccine, and an evaluation to help students plan future clinics



CHALLENGE ACCOMPLISHMENTS

2014-15 FLU CHALLENGE ACCOMPLISHMENTS

- 5,717 individuals (average age 23.5 years) self-reported that they received flu vaccination between August 2014 and NIVW in December 2014
- The 14 enrolled school health centers entered 12,953 flu vaccinations into MCIR from July 1 to December 31, 2014
 - A 60% increase from 8,098 doses during the same time period in the 2013-14 season!
- The 14 enrolled school health centers entered 13,914 flu vaccinations into MCIR from July 1, 2014 to March 31, 2015
 - A 33% increase from 10,468 doses during the same time period in the 2013-14 season!



EXTERNAL COLLABORATION ACCOMPLISHMENTS

- Print ad ran in 11 of the 14 school newspapers
 - Reached more than 90,000 students
- Mom Knows Best PSA had over 22,700 views
 - 75% of viewers in the young adult target demographic
 - Distributed further by Alana's Foundation, Families Fighting Flu, Immunization Action Coalition, Meningitis Angels, National Meningitis Association, and Voices for Vaccines
 - Reached more than 100 million individuals



IMMUNIZATION EXCELLENCE AWARD: HONORABLE MENTION



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Immunization Excellence Awards



NAIIS Immunization Excellence Awards

Nominations are now open! Deadline has been extended to March 1, 2015

The National Adult and Influenza Immunization Summit (NAIIS) is soliciting candidates for the 2015 NAIIS Immunization Excellence Awards. The 2015 awards recognize individuals and organizations that made extraordinary contributions towards improving vaccination rates within their communities **during 2014**. The awards focus on individuals and organizations that exemplify the meaning of the "immunization neighborhood" (collaboration, coordination, and communication among immunization stakeholders dedicated to meeting the immunization needs of the patient and protecting the community from vaccine-preventable diseases). Unless specifically indicated in the award description, the immunization activities should be broader than influenza activity. A National Winner and possibly an Honorable Mention recipient will be selected for each award category.

Award Categories

The six categories of recognition are:

- **Influenza Season Campaign**
- **Healthcare Personnel Campaign**
- **"Immunization Neighborhood" Champion**

Award Winners Archive

- › [Immunization Excellence Awards](#)
- › [2014 Immunization Excellence Awards](#)
- › [2013 Immunization Excellence Awards](#)

Nomination Evaluation Criteria

Nominees were evaluated in the following areas related to their immunization activities:

› **Collaboration**

The extent of collaboration with other providers and/or organizations such as state and local professional organizations, local health departments, local hospitals, etc.

› **Originality**

The creativity, innovation and originality utilized by the nominee in achieving the influenza vaccination rates in their community

› **Participation and Impact**

The number and types of healthcare providers and other immunization stakeholders that participated in the activity, as well as the number and demographics of the patients who were vaccinated and/or received influenza immunization messages. Inclusion of number of individuals

MOVING FORWARD

2015-16
Flu
Challenge

2015-16 FLU CHALLENGE GOALS

- To increase the number of enrolled schools
 - Targeted outreach to enroll all public colleges and universities
- To increase flu vaccination rates of college-aged young adults
 - To increase the number of students who take the self-reported survey
 - To increase the number of flu doses entered into MCIR
- To increase the level of involvement from enrolled schools
 - To order more flu vaccine doses for the 2015-16 flu season
 - To increase student awareness of the campaign
 - To improve flu vaccination efforts throughout the entire flu season (July-June)
 - To collaborate with new and existing partners to better reach students (e.g., Alana's Foundation, pharmacies, LHDs, community vaccinators)
 - To utilize strategies new to your institution to increase vaccination rates and campaign awareness

2015-16 FLU CHALLENGE

■ Enrollment begins June 2015



The screenshot shows the Michigan Department of Community Health (MDCH) website. The header includes the MDCH logo and the text "Michigan Department of Community Health". Below the header, there is a navigation menu with links to "Birth, Death, Marriage and Divorce Records", "Physical Health & Prevention", "Prevention", and "Influenza (The Flu)". The "Prevention" link is highlighted. The main content area features the title "2014-15 College & University Flu Vaccination Challenge" and a sub-header "How does your university stack up?". Below this, there is a paragraph stating: "Join us in a friendly competition this fall. MDCH is teaming up with colleges and universities to challenge students to get vaccinated against the flu." There is also a search bar and social media icons for email, Facebook, and Twitter.

www.michigan.gov/flu

Dementia
Disability Health
HIV/STD
Lead Poisoning
Health Disparity
Reduction and
Minority Health
Influenza (The Flu)
Services for Seniors
Informed Consent for
Abortion
Problem Gambling
Primary Care & Public
Health

2014-15 Flu Challenge Winners!!!

Small: Hope College
Medium: Wayne State University
Large: Michigan State University

See the Flu Challenge winners announced in
the MDCH press release [here!](#)

Enrolled Schools in 2014-15 Flu Challenge:

Albion College
Aquinas College
Calvin College
Central Michigan University
Eastern Michigan University
Grand Valley State University
Hope College
Kalamazoo College
Michigan State University
Northwestern Michigan College
Oakland University
Southwestern Michigan College
University of Michigan
Wayne State University

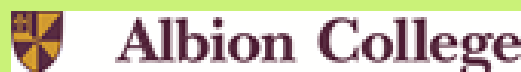


REFLECTION AND DISCUSSION

- Evaluation survey coming soon
- What lessons did your institution learn by participating in the first annual Flu Vaccination Challenge?
- What were successes of this year's challenge?
- What were barriers?
- What improvements can be made for the 2015-16 Challenge?

THANKS TO PARTICIPATING SCHOOLS AND PARTNERS

Small



SOUTHWESTERN
MICHIGAN COLLEGE

Medium



Large



THIS COULD BE YOURS NEXT YEAR!

